

**NEW Manufacturing Alliance
K-12 Outreach Task Force Meeting**

Feb. 15, 2019
Outlook Group
8:30 a.m. – 10 a.m.
Minutes

ATTENDEES: Lynn Aprill-CESA 8, Danielle Dale-KI, Joe Draves-NWTC, Alison Driscoll-LTC, John Knickerbocker-CESA 8, Sondra LaCoy-Outlook Group, Oran Nehls-Denmark High School, Andrew Rinke-FVTC, Scott Stephens-GPS, and Ann Franz-NEWMA

Topic 1: Take a Child to Work Day (TACTWD)

The taskforce worked on developing a strategy to have the Alliance membership participate in Take Your Child to Work Day being held on April 25, 2019. There will be an announcement at the Alliance's quarterly membership meeting in March, as well as an email going out to the membership. One of the main goals of promoting TACTWD is for companies to have parents have their children learn about a variety of careers, not just their parent's occupation. Before the announcement, the Alliance's website will be updated to include a toolkit on how to host a successful TACTWD. It will include a link to the national website (<https://daughtersandsonstowork.org/>) that has several resources for members to utilize, best practices and the Alliance's father/son commercial (<https://youtu.be/QbViAG6ixkM>).

The taskforce discussed marketing the opportunity to the public. This can be done through press releases, PSAs, and school newsletters. Andy shared that FVTC has been very successful utilizing Facebook ads.

Topic 2: Discuss 2019 initiatives and programs

- March 19 – Hortonville & Greenville Middle School **You can MAKE it in northeast Wisconsin Career Expo**
- April 2 – Lombardi Middle School **You can MAKE it in northeast Wisconsin Career Expo**
- Oct. 29 – Excellence Awards
- Oct. 29 – ACP Partnership Roundtable
- Oct. 30 – Manufacturing First Expo

The taskforce would like to learn about best practices learned from the ACP Partnership Roundtable meeting led by the following companies: Johnson Controls, Menasha and Gulfstream. Ann will invite them to speak at the April, May and July taskforce meetings.

The Alliance would like to replicate the Tech Ed Teacher Marine Manufacturing Careers program held last June. Tech Ed teachers from throughout Wisconsin toured marine builders and also had the opportunity to ride on a \$1.2 million yacht. Oshkosh Corp. has expressed some interest in hosting this year's event. Andy shared that it would be nice to finalize before the WTEA conference, in which Wilson Jones is the keynote speaker.

Topic 3: Earn to Learn program

The taskforce brainstormed what each semester programming would entail for the juniors and seniors participating in the Earn to Learn program. It could include:

Junior and senior fall semester: plant tours on a Saturday with parents

Junior spring semester: career and college speakers on a Saturday

Senior spring semester: interview skills and employability skills training

There was discussion of the issue that many employers do not pay for tuition until after the employee turns in their grade. For some students, they do not have the upfront money to pay for school. It was determined that the companies participating will pay for tuition upfront. The students will first need to complete a probationary period in the summer, before having the company pay for the fall semester classes.

Topic 4: Next meeting on April 18 at 8:30 a.m. at KI